

1960/61

# PELARGONIUMS



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## WHOLESALE PRICE LIST

1960/61

## HENLEY FLORAL CO.

***Pelargonium Specialists***

R. M. HENLEY

1510 S. Walnut St.

Phone 175

Hartford City, Ind.

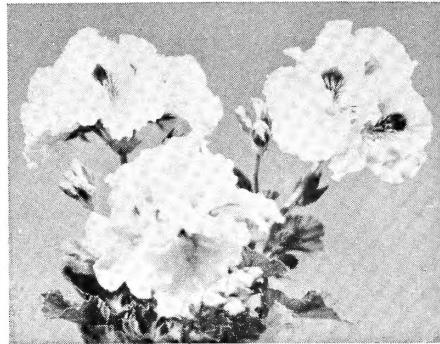
WM. R. HENLEY

**Growers of Top-Quality Plants for Over 45 Years**

# A CONSTANT SUPPLY OF PELARGONIUMS TO



*All Plants Are Strong,  
Well Rooted and  
Free of Disease or  
Injurious Insects*



For over 45 years we have specialized in the propagation, growing, and shipping of pelargoniums. We strive to always produce top-quality plants, and spare no expense to have our stock and plants free from injurious disease or insects. All plants are well rooted when shipped.

Pelargoniums are a popular blooming pot plant for spring sales during April and May, and into June. The very early, continuous blooming varieties begin blooming in March, with most varieties beginning to bloom in April, and continue through April, May, and June. All varieties will be in good bloom for Mother's Day.

With each order we enclose a cultural leaflet which gives instructions concerning growing of pelargoniums. The most important single thing is temperature control. Night temperature should be kept at 50-52 degrees, and definitely not more than 55 degrees, until plants set buds. Suggested pinching dates to get maximum bloom for spring sales, and much other information, is given in our instructions.

All colors are represented, ranging from almost pure white, to light pink, darker pink, salmon-pink, salmon, rose-red, bright red, dark red, lilac, orchid, lavender, and "bronze". Also we list three of the best "pansy pelargoniums". Most varieties are ruffled and all varieties make lovely pot plants.

## STANDARD VARIETIES

The 29 standard varieties listed below are all good pot plant varieties. Many long time favorites are included in this group, including three pansy varieties. Several of the premium varieties of former years are now listed in this standard group.

### WHITE

**GARDENER'S JOY:** White with blotches of deep brown. Large clusters of flowers and beautiful foliage. A good white variety. Early.

**GAY NINETIES:** White upper petals with medium sized blotches. Lower petals with a few veins to center. Beautiful large round ruffled flowers. Makes well shaped plant. Early.

**MAC KAY NO. 10:** White tinged with pink. A popular white variety. Similar to Gay Nineties and Gardener's Joy.

**MRS. MARY BARD:** Pure white with light pink veins. Compact grower. Will bloom for mid-season Easter. Very early.

### LIGHT PINK — ROSE PINK

**CIRCUS DAY:** Dark pink with blotches on upper petals. Large heads of ruffled flowers. Excellent pot plant. Very early.

**LUCY BECKER:** Rosy pink sport of Easter Greeting. Low, compact plant. Very early, continuous bloomer.

**PINK VOGEL:** Clear pink with dark blotches on upper petals. Large heads of ruffled flowers. Popular, early blooming variety.

**SANTA MONICA:** Light pink with carmine blotches. Large, round petals. The best standard light pink. Early.

**SPRINGTIME:** Strawberry-pink with white edges and throat. Large ruffled flowers. Early, with long period of bloom.

### SALMON-PINK — SALMON

**EDITH NORTH:** Salmon-pink shaded deeper on upper petals with brown blotches. Vigorous grower with flowers well above foliage. Early and free-flowering.

**GROSSMAMA FISCHER:** (Grandma Fischer): Rich clear salmon with large ruffled flowers. Dark blotches. Popular variety. Early.

**MAC KAY NO. 2:** Dark salmon-pink with blotches. Makes well shaped plant.

**SALMON SPRINGTIME:** Bright salmon-rose with light edge and white throat. Excellent early blooming variety.

### ROSE-RED — BRIGHT RED — DARK RED

**AZALEA:** Rosy red with large ruffled flowers with dark blotches. Compact, free-blooming plant. Fairly early.

**CONSPICUOUS:** Dark bright red with veining and blotch on upper petals, and black blotch in lower petals. Very large, waved and free flowering. Very early, continuous bloomer.

**EASTER GREETING:** Rose-red with large dark blotches on each petal. Low compact plant. Very early, continuous bloomer.

**GRAND SLAM:** Bright rosy-red with slight salmon sheen. Very compact, free-flowering plant with large ruffled flowers. Top petals with red-brown blotches. Very early, continuous bloomer.

**LOWELL:** Vivid scarlet red with black blotches on all petals. Distinctive cut foliage. A good red variety.

**MARIE VOGEL:** Rosy red shaded with salmon. Dark blotches on upper petals. Very large flowers with waved petals. Free blooming over long period. Makes excellent plant, and is a very popular variety. Early.

**MRS. F. BACHLER:** Deep rose-red with dark blotches. Strong grower with large flowers. Early.

IMPATIENS SULTANI

Bright Red, Dark Salmon, Light Pink,  
Dark Pink, Wine and White

## ROOTED CUTTINGS

Your Choic .....	\$5.00 per 100
	47.50 per 1000
Good assortment.	4.50 per 100
	42.50 per 1000
<b>STRONG 2 1/4 INCH</b>	
Your Choice,	
Average.....	\$11.00 per 100
	105.00 per 1000
Bushy.....	12.50 per 100
	120.00 per 1000
Good Assortment,	
Average.....	\$10.00 per 100
	95.00 per 1000
Bushy.....	11.50 per 100
	110.00 per 1000

LANTANAS

Michael Schmidt, Radiation, Craigii,  
Caprice, Sensation, Golden King,  
Southern, Snow White, & Weeping

## ROOTED CUTTINGS

Your Choice .....	\$5.00 per 100
	47.50 per 1000
Good Assortment..	4.50 per 100
	42.50 per 1000
<b>STRONG 2 1/4 INCH</b>	
Your Choice,	
Average .....	\$11.00 per 100
	105.00 per 1000
Bushy.....	12.50 per 100
	120.00 per 1000
Good Assortment,	
Average.....	\$10.00 per 100
	95.00 per 1000
Bushy.....	11.50 per 100
	110.00 per 1000

QUANTITY RATES: 25 of a variety at 100 rate; 500 total of a size at 1000 rate.

NO PACKING CHARGE on orders of \$10.00 or more. Add 50¢ packing on orders of less than \$10.00.

DISCOUNTS AND PAYMENTS: 3% discount for cash with order; 2% /10 days; net/30 days from date of invoice on charge orders to rated firms. Include estimated postage cost with cash parcel post orders.

PELARGONIUMS

We grow 44 of the best varieties for pot plant sales. Send for our illustrated printed price list and cultural directions.

## ROOTED CUTTINGS

Your Choice of 29	
Named Standard	
Varieties .....	\$1.75 per 10
	15.00 per 100
	140.00 per 1000

Your Choice of 15	
Named Premium	
Varieties.....	\$2.30 per 10
	20.00 per 100
	190.00 per 1000

<b>STRONG 2 1/4 INCH</b>	
Your Choice of 29	
Named Standard	
Varieties.....	\$2.30 per 10
	20.00 per 100
	190.00 per 1000

Your Choice of 15	
Named Premium	
Varieties .....	\$3.00 per 10
	25.00 per 100
	240.00 per 1000

VINCA VAREIGATA

<b>ROOTED CUTTINGS...</b>	\$4.50 per 100
	42.50 per 1000

<b>STRONG 2. INCH</b>	
Average .....	\$10.50 per 100
	100.00 per 1000
Well Branched..	12.00 per 100
	115.00 per 1000

<b>BUSHY 3 INCH</b>	
Several shoots...	\$20.00 per 100
With 6-10 shoots..	22.50 per 100
With 12-20 shoots..	25.00 per 100

TERMS OF SALE SHIPPING INFORMATION: We can ship by railway express, air express, air freight, or insured parcel post. Specify choice on your order.

SUBSTITUTIONS: If no substitution is permitted, state "no substitution" on your order. Otherwise, to make prompt shipment, we will substitute similar varieties if necessary.

CLAIMS FOR LOSS OR DAMAGE: File with delivery agent immediately, and notify us within 5 days.

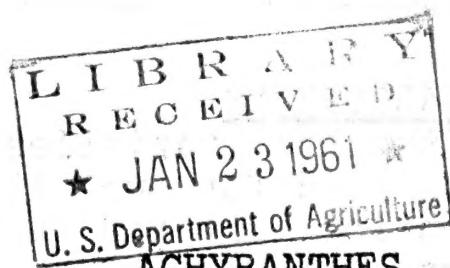
HENLEY FLORAL COMPANY  
 1510 So. Walnut St.  
 Hartford City, Ind.  
 \*\*Phone 175\*\*

RETURN POSTAGE GUARANTEED

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 PERMIT NO. 28

1960-1961

BEDDING PLANT  
 PRICE LIST  
 \*\*\*\*\*



HENLEY FLORAL COMPANY  
1960-1961  
WHOLESALE PRICE LIST

Effective August 1960

ACHYRANTHES

Brilliancy (bright red), Burgundy (red)  
and Yellow-Green Variegated

ROOTED CUTTINGS

Your Choice.....	\$4.50 per 100
	42.50 per 1000
Good Assortment..	4.25 per 100
	40.00 per 1000

STRONG 2½ INCH

Your Choice,	
Average.....	\$9.50 per 100
	90.00 per 1000
Bushy.....	11.00 per 100
	105.00 per 1000
Good Assortment,	
Average.....	\$9.00 per 100
	85.00 per 1000
Bushy.....	10.00 per 100
	95.00 per 1000

AGERATUM

Improved Riverside and Devon Blue

ROOTED CUTTINGS

Your Choice.....	3.25 per 100
	30.00 per 1000
Good Assortment..	3.00 per 100
	27.50 per 1000

STRONG 2½ INCH

Your Choice,	
Average .....	\$9.50 per 100
	90.00 per 1000
Bushy.....	11.50 per 100
	110.00 per 1000
Good Assortment,	
Average .....	\$9.00 per 100
	85.00 per 1000
Bushy.....	10.50 per 100
	100.00 per 1000

ARTILLERY PLANT

Upright and Spreading varieties

ROOTED CUTTINGS

Your Choice.....	\$3.75 per 100
	35.00 per 1000
Good Assortment.	3.50 per 100
	32.50 per 1000

STRONG 2½ INCH

Your Choice	
Average .....	\$9.50 per 100
	90.00 per 1000
Bushy.....	10.50 per 100
	100.00 per 1000
Good Assortment,	
Average .....	\$9.00 per 100
	85.00 per 1000
Bushy .....	10.00 per 100
	95.00 per 1000

DUSTY MILLER

Upright Fern Leaf Type

ROOTED CUTTINGS....\$5.00 per 100  
47.50 per 1000

STRONG 2½ INCH,  
Average .....

\$10.50 per 100	
100.00 per 1000	
Bushy.....	12.00 per 100
	115.00 per 1000

COLEUS

Beckwith Gem, Brilliancy, Butterfly,  
Dark Butterfly, Chief, Christmas Gem,  
Erie, Golden Banded, Hollywood Red,  
Max Levering, Mr. C. H. Harding,  
New Helen, Senica, Setting Sun,  
Red Trailing Queen, and  
Green Trailing Queen

ROOTED CUTTINGS

Your Choice.....	\$4.00 per 100
	37.50 per 1000
Good Assortment..	3.75 per 100
	35.00 per 1000

STRONG 2½ INCH

Your Choice,	
Average .....	9.50 per 100
	90.00 per 1000
Bushy.....	11.00 per 100
	105.00 per 1000
Good Assortment,	
Average .....	\$9.00 per 100
	85.00 per 1000
Bushy .....	10.00 per 100
	95.00 per 1000

DRACENA INDIVISA

STRONG 2½ INCH.....\$12.00 per 100  
115.00 per 1000

STRONG 3 INCH  
Medium .....

\$20.00 per 100	
Large .....	25.00 per 100

STRONG 4 INCH

Medium .....	\$42.50 per 100
Large .....	50.00 per 100

FUCHSIA

ROOTED CUTTINGS

<u>Black Prince</u>	
<u>Rosain Patria</u> ....	\$5.50 per 100
	52.50 per 1000

<u>Hollydale</u>	
<u>Pride of Orion</u>	
<u>Mrs. Marshall</u>	
<u>Winston Churchill</u>	\$6.50 per 100
	62.50 per 1000

<u>Little Beauty</u> ....	\$8.00 per 100
	77.50 per 1000

STRONG 2½ INCH  
Black Prince  
Rosain Patria  
Hollydale

<u>Pride of Orion</u>	
<u>Mrs. Marshall</u>	
<u>Winston Churchill</u>	

Average .....	\$12.00 per 100
	115.00 per 1000

Bushy.....	13.50 per 100
	130.00 per 1000

<u>Little Beauty</u>	
Average.....	14.00 per 100
	135.00 per 1000

Bushy.....	16.00 per 100
	155.00 per 1000

STRONG 3 INCH

Bushy, well branched plants will  
be available in January & later.

# THE WHOLESALE TRADE FOR OVER 45 YEARS

## LILAC — ORCHID — LAVENDER

**BEVERLY HILLS:** Orchid-pink with ruffled flowers. Large flower heads on compact plant. Excellent pot plant. Very early.

**GERMAN GLORY:** Same color as Beverly Hills.

**LAVENDER CONSPICUOUS:** Dark orchid with dark blotches and ruffled petals. Large flower heads. Sport of Conspicuous. Early.

**MAC KAY NO. 12:** Light lavender with reddish blotches on two upper petals. A good lavender variety.

**LAVENDER QUEEN:** Lavender with darker blotches. Large flowers. Early, free blooming variety.

**ORCHID EDITH NORTH:** Orchid-pink with dark blotches on upper petals. Vigorous grower. Early and free flowering.

## PANSY-TYPES

**BABY SNOOKS:** Pale orchid pink with top petals veined and with red-black blotch. Petal edges raspberry. Very early, free-flowering variety. Small flowers.

**CHICADEE:** Lavender with deep violet blotches on upper petals and violet eyes on lower petals. Small, pansy-like flowers. Free blooming on bushy plant.

**MRS. LAYAL:** Coloring is white, dark purple, black, etc. to resemble pansy. Very early bloomer on bushy plant. Similar to Chicadee. Small flowers.

## PREMIUM VARIETIES

The 15 premium varieties listed below are some of the newer introductions. We have tested these varieties for pot plant blooming in our greenhouses, and can recommend them as excellent additions to the pelargonium line. Several colors not available in the standard group are available here.

### WHITE — LIGHT PINK

**ALL MY LOVE:** Upper petals white with large crimson blotches with narrow outer margin of white. Lower petals usually pure white. Striking variety that gives appearance of a large pansy-faced pelargonium.

**CHERIE:** Very light pink, sometimes almost white, petals with soft pink blotches. Makes a top-quality pot plant.

### SALMON-PINK — SALMON — SALMON-RED

**GRAND OPERA:** White flowers with large bright salmon blotches. Brilliant colored variety of the "Springtime" type. Early.

**JESSICA MAY:** Light salmon-red with wavy petals. Small blotches and veins. Free bloomer on a good plant. Early.

**MELISSA:** Light salmon-pink changing to clear pink. Small, brilliant markings on upper petals. Low compact plant with waved petals. Very early, continuous bloomer that can be bloomed for Easter when properly grown.

**ORANGE SAL:** Medium-salmon color. Short compact plant with habit of growth of Grossmama Fischer, but color is more orange. Early.

**P. M. MENZIES:** Burnt orange to rose coloring. Ruffled petals. Excellent foliage. A good pot plant.

**SOLANO:** Clear pinkish-salmon with burnt orange and brown splotches. Large heads of ruffled florets. Superior early blooming variety.

### BRIGHT RED — DARK RED

**BURGUNDY:** Excellent "black" variety. Wavy petals have dark, brilliant edges. Low, compact plant. Early.

**CONGO:** Crimson-maroon with rose-velvet shading at edge of petals. Black veining on good sized flowers. Distinctive, deeply cut foliage. Early.

**FIREDANCER:** Rich cardinal with chocolate blotches and dark red sheen overlaying base color. Upright, compact plant. Profuse bloomer. Early.

**RED VELVET:** Dark, red-black flowers of excellent size on small-wooded plant of medium size. One of the best. Early.

**ROUGE:** Brilliant, lively dark red. Very free bloomer, and a fine compact plant. Large, ruffled flowers. Early.

**ZULU KING:** Bright rose-carmine appearing much darker because of large dark brown blotches on all petals. Excellent pot plant. Very early, continuous bloomer.

### BRONZE

**SOUTH AMERICAN BRONZE:** Dark "bronze-red" petals with white edges. Free blooming plant that is sure to attract attention because of the unusual color.

## PRICE LIST

### STANDARD VARIETIES

The 29 standard varieties are all good pot plant varieties. Included are many long time favorites. Most colors are here including three pansy varieties.

Size	Per 10	Per 100	Per 1000
Rooted Cuttings	\$1.75	\$15.00	\$140.00
2½ inch	2.30	20.00	190.00
3 inch, branched	3.25	27.50	260.00
4 inch, branched	5.50	50.00	400.00
5 inch } Available in March, April and May at our 6 inch } greenhouses. Write for prices.			

Less than 10 total at "each" rate; 5 of a variety, and 10 or more total, at 10 rate; 25 or more of a variety at 100 rate; 25 of a variety, and 300 or more total, at 1000 rate. **50¢ packing charge on orders of less than \$10.00.**

### PREMIUM VARIETIES

The 15 premium varieties are some of the newer introductions that we have tested in our greenhouses for pot plants. Several new and different colors are represented.

Size	Each	Per 10	Per 100
Rooted Cuttings		\$2.30	\$20.00
2½ inch	35¢	3.00	25.00
3 inch, branched	45¢	4.00	35.00
4 inch, branched	65¢	6.00	55.00
5 inch } Available in March, April and May at our 6 inch } greenhouses. Write for prices.			

### ASSORTMENT SPECIAL

#### 2½ INCH STANDARD VARIETIES

5 each of 10 varieties, named .....	\$11.50
10 each of 10 varieties, named .....	21.50
20 each of 10 varieties, named .....	40.00

Above offers made so that you may have a good assortment at reasonable cost.

### ASSORTMENT SPECIAL

#### 2½ INCH PREMIUM VARIETIES

5 each of 10 varieties, named .....	\$14.50
10 each of 10 varieties, named .....	27.50
20 each of 10 varieties, named .....	50.00

Above offers made so that you may have a good assortment at reasonable cost.

## TERMS OF SALE

**PAYMENTS:** 3% DISCOUNT FOR CASH WITH ORDER; 2%/10 days; net/30 days from date of invoice to firms with satisfactory credit rating.

**C. O. D. SHIPMENTS** will be made to firms with satisfactory credit rating. Unrated firms please enclose check or money order with order.

**METHOD OF SHIPMENT:** Shipments will be made by 2nd Class Railway Express unless we are instructed otherwise. Shipments can be made by Air Express, Air Freight, or Parcel Post upon request. **Include 10% for postage for parcel post on cash orders.** Any overpayment of postage will be refunded at time of shipment.

**PACKING:** We have had 45 years of experience in packing plants for shipment. All plants are packed upright in corrugated boxes, and are guaranteed to be in good condition when they leave our greenhouses.

**CLAIMS:** If there is loss due to delay enroute, or damage from freezing, over-heating or breakage due to mis-

handling enroute, report to your delivery agent immediately and file a claim. We will be glad to assist in making a claim, but our direct responsibility ceases when the delivery agent accepts the shipment from us.

**SUBSTITUTIONS:** If no substitution is permitted, please state "no substitution" on your order. Otherwise, to make prompt shipment we will substitute similar varieties, if necessary, to make shipment within a reasonable time.

**CULTURAL INFORMATION:** A printed cultural leaflet is enclosed with each shipment. Refer to this leaflet for data concerning temperatures, suggested pinching dates, general information, and information about how to prevent shattering of petals.

**OUR GUARANTEE:** We endeavor to make every shipment satisfactory to our customers. If any shipment is not as we represent, please report to us at once. We will write to you immediately to make an adjustment.

## WE ARE POT PLANT SPECIALISTS

We offer to the wholesale trade during the fall, winter, and spring months top-quality rooted cuttings, 2 $\frac{1}{4}$  inch, 3 inch, and 4 inch of the following plants:

ACHYRANTHES

AGERATUM

ARTILLERY PLANT

COLEUS

DUSTY MILLER

FUCHSIAS

VINCA VARIEGATA

IMPATIENS SULTANI

LANTANAS

PELARGONIUMS

GERANIUMS, PETUNIAS, AND OTHER BEDDING PLANTS IN SPRING

2 $\frac{1}{4}$  INCH POINSETTIAS DURING SUMMER AND FALL MONTHS

POPULAR VARIETIES AVAILABLE

WRITE FOR OUR PRICE LISTS

**HENLEY FLORAL CO.**

1510 South Walnut Street  
HARTFORD CITY, INDIANA

RETURN POSTAGE GUARANTEED

BULK RATE  
U. S. POSTAGE  
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Hartford City, Ind.  
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